

*Progressive Education Society's*  
**Modern College of Arts, Science and Commerce (Autonomous)**

**Shivajinagar, Pune 5**

**(An Autonomous College Affiliated to Savitribai Phule Pune University)**

## **Framework of Syllabus**

**For**

**B.B.A. (Marketing)**

(Based on NEP 2020 framework)

(To be implemented from the Academic Year 2023-24)

## Semester 1 (First Year)

Course Type	Course	Course Code	Course / Paper Title	Hours / Week	Credit	CIA	ESE	Total
Major Mandatory (4)	Major Paper 1 (Theory)	23BaMktU1101	Principles of Marketing	4	4	40	60	100
	Major Paper 2 (Theory)	23BaCopU1102	Principles and Practices of Management	4	2	20	30	50
Major Electives	--	--	--	--	--	--	--	--
Minor	--	--	--	--	--	--	--	--
OE (2+2)	Theory	23BaCopU1401	Business Correspondence	2	4	40	60	100
		23CpCopU1402	Democracy, Election and Governance	2				
VSC (2)	Major Specific Practical I	23BaMktU1501	Lab Course on Sales Management	4	2	20	30	50
SEC (2)	Skill Paper 1 (Theory)	23BaCopU1601	Business Mathematics	2	2	20	30	50
AEC (2)	Theory	23CpCopU1701/ 23CpCopU1702	MIL (Hindi) I/ MIL (Marathi) I	2	2	20	30	50
VEC (2)	EVS Theory	23CpCopU1801	Environment Science I	2	2	20	30	50
IKS (2)	Major Specific Theory	23BaCopU1901	Ancient Indian Trade & Commerce	2	2	20	30	50
CC (2)	CC-I Course	23CpCopU1001	Online Course Based on Yoga	2	2	20	30	50
<b>Total</b>				<b>26</b>	<b>22</b>	<b>220</b>	<b>330</b>	<b>550</b>

## Semester 2 (First Year)

Course Type	Course	Course Code	Course / Paper Title	Hours / Week	Credit	CIA	ESE	Total
<b>Major Mandatory (4 + 2)</b>	Major Paper 3 (Theory)	23BaMktU2101	Basics of Digital Marketing	4	4	40	60	100
	Major Paper 4 (Theory)	23BaCopU2102	Business Organization & System	4	2	20	30	50
<b>Major Electives</b>	--	--	--	--	--	--	--	--
<b>Minor</b>	Minor Paper I	23BaCopU2301	Basics of Economics	4	2	20	30	50
<b>OE (2 + 2)</b>	Theory	23BaCopU2401	Personality Development	2	4	40	60	100
	Theory	23CpCopU2402	Fundamentals of Music	2				
<b>VSC (2)</b>	Major Specific Practical II	23BaMktU2501	Lab Course on Social Media Marketing	4	2	20	30	50
<b>SEC (2)</b>	Skill Paper II (Theory)	23BaCopU2601	Business Statistics	2	2	20	30	50
<b>AEC (2)</b>	Theory	23CpCopU2703	English Communication Skills I	2	2	20	30	50
<b>VEC (2)</b>	EVS Theory	23CpCopU2801	Environment Science II	2	2	20	30	50
<b>IKS (2)</b>	--	--	--	--	--	--	--	--
<b>CC (2)</b>	CC-II Course	23CpCopU2001 / 23CpCopU2011 / 23CpCopU2021 / 23CpCopU2031 / 23CpCopU2041 / 23CpCopU2051 / 23CpCopU2061 / 23CpCopU2071	Physical Education / Cultural Activities / NSS / NCC / Fine Arts / Applied Arts / Visual Arts / Performing Arts	2	2	20	30	50
<b>Total</b>				<b>28</b>	<b>22</b>	<b>220</b>	<b>330</b>	<b>550</b>

### Semester 3 (Second Year)

Course Type	Course	Course Code	Course / Paper Title	Hours / Week	Credit	CIA	ESE	Total
Major Mandatory (4 + 4)	Major Core Paper 5 (Theory)	23BaMktU3101	Consumer Behavior	4	4	40	60	100
	Major Paper 6 (Theory)	23BaMktU3102	Product Management	4	4	40	60	100
Major Electives	--	--	--	--	--	--	--	--
Minor (4)	Minor Paper II	23BaCopU3301	Business Economics (Micro)	4	4	40	60	100
OE (2)		23BaCopU3401	Event Management	4	2	20	30	50
VSC (2)	Major Specific Practical II	23BaMktU3501	Lab Course on Customer Relationship Management	4	2	20	30	50
SEC (2)	--	--	--	--	--	--	--	--
AEC (2)	English Theory	23CpCopU3703	English Communication Skills II	2	2	20	30	50
VEC (2)	--	--	--	--	--	--	--	--
IKS (2)	--	--	--	--	--	--	--	--
FP/CEP (2)	FP –I	23BaMktU3002	Field Project I	2	2	20	30	50
CC (2)	CC-III	23CpCopU3001	Fitness	2	2	20	30	50
<b>Total</b>				<b>26</b>	<b>22</b>	<b>220</b>	<b>330</b>	<b>550</b>

### Semester 4 (Second Year)

Course Type	Course	Course Code	Course / Paper Title	Hours / Week	Credit	CIA	ESE	Total
<b>Major Mandatory (4 + 4)</b>	Major Paper 7 (Theory)	23BaMktU4101	Retail Management	4	4	40	60	100
	Major Paper 8 (Theory)	23BaMktU4102	Advertising and Sales Promotion	4	4	40	60	100
<b>Major Electives</b>	--	--	--	--	--	--	--	--
<b>Minor (4)</b>	Minor Paper III	23BaCopU4301	Business Economics (Macro)	4	4	40	60	100
<b>OE (2)</b>	Theory	23BaCopU4401	Business Planning and Project Management	4	2	20	30	50
<b>VSC (2)</b>	--	--	--	--	--	--	--	--
<b>SEC (2)</b>	Skill Paper III (Theory)	23BaCopU4601	Research Methodology (Tools and Analysis)	2	2	20	30	50
<b>AEC (2)</b>	English Theory	23ArCopU4701/ 23ArCopU4702	MIL (Hindi) II/ MIL (Marathi) II	2	2	20	30	50
<b>VEC (2)</b>	--	--	--	--	--	--	--	--
<b>IKS (2)</b>	--	--	--	--	--	--	--	--
<b>FP / CEP (2)</b>	CEP –I	23BaMktU4003	Community Engagement Project	4	2	20	30	50
<b>CC (2)</b>	CC-IV	23CpCopU4001	Health and Wellness	2	2	20	30	50
<b>Total</b>				<b>26</b>	<b>22</b>	<b>220</b>	<b>330</b>	<b>550</b>

## Semester 5 (Third Year)

Course Type	Course	Course Code	Course / Paper Title	Hours / Week	Credit	CIA	ESE	Total
<b>Major Mandatory (4 + 4 + 2)</b>	Major Core Paper 9 (Theory)	23BaMktU5101	Rural Marketing	4	4	40	60	100
	Major Paper 10 (Theory)	23BaMktU5102	Brand Management	4	4	40	60	100
	Major Paper 11 (Theory)	23BaCopU5103	Entrepreneurship Development	4	2	20	30	50
<b>Major Electives</b>	Elective I	23BaMktU5201	Business Ethics in Marketing	4	4	40	60	100
	Elective II	23BaMktU5202	Service Marketing	4	4	40	60	100
<b>Minor (4)</b>	Minor Paper IV	23BaCopU5301	Public Finance and International Economics	4	4	40	60	100
<b>OE (2 + 2)</b>	--	--	--	--	--	--	--	--
<b>VSC (2)</b>	Major Specific Practical III	23BaMktU5501	Lab Course on Marketing Research	4	2	20	30	50
<b>SEC (2)</b>	--	--	--	--	--	--	--	--
<b>AEC (2)</b>	--	--	--	--	--	--	--	--
<b>VEC (2)</b>	--	--	--	--	--	--	--	--
<b>IKS (2)</b>	--	--	--	--	--	--	--	--
<b>FP / CEP (2)</b>	FP –II	23BaMktU5002	Field Project II	4	2	20	30	50
<b>Total</b>				<b>28</b>	<b>22</b>	<b>220</b>	<b>330</b>	<b>550</b>

### Semester 6 (Third Year)

Course Type	Course	Course Code	Course / Paper Title	Hours / Week	Credit	CIA	ESE	Total
<b>Major Mandatory (4 + 4 + 2)</b>	Major Paper 12 (Theory)	23BaMktU6101	International Marketing	4	4	40	60	100
	Major Paper 13 (Theory)	23BaMktU6102	Strategic Marketing Management	4	4	40	60	100
	Major Paper 14 (Theory)	23BaCopU6103	Fundamentals of E-Commerce	4	2	20	30	50
<b>Major Electives</b>	Elective III	23BaMktU6201	Legal Aspects in Marketing	4	4	40	60	100
	Elective IV	23BaMktU6202	Supply Chain Management	4	4	40	60	100
<b>Minor (4)</b>	Minor Paper IV	23BaCopU6301	Indian Economic Environment	4	4	40	60	100
<b>OE (2 + 2)</b>	--	--	--	--	--	--	--	--
<b>VSC (2)</b>	--	--	--	--	--	--	--	--
<b>SEC (2)</b>	--	--	--	--	--	--	--	--
<b>AEC (2)</b>	--	--	--	--	--	--	--	--
<b>VEC (2)</b>	--	--	--	--	--	--	--	--
<b>OJT (4)</b>	OJT	23BaMktU6004	On Job Training	8	4	40	60	100
<b>FP / CEP (2)</b>	--	--	--	--	--	--	--	--
<b>Total</b>				<b>28</b>	<b>22</b>	<b>220</b>	<b>330</b>	<b>550</b>

OE: Open Elective  
 AEC: Ability Enhancement Course  
 VEC: value Education Courses  
 CC: Co-Curricular Courses  
 IKS: Indian Knowledge System  
 OJT: On Job Training  
 FP: Field Project  
 VSC: Vocational Skill Courses  
 CEP: Community Engagement Project